



WFLX

ORDER

Flight Dates 08/22/12-08/28/12

Contract / Revision 808640 /

Original Date / Revision
08/14/12 08/14/12

Advertiser 60 Plus Association

Agency Mentzer Media Services

Buying Contact

600 Farimont Avenue
Suite 306
Towson, MD 21286

Product
60 PLUS ASSOC SENATE

Agency Com 15%

Billing Contact

600 Farimont Avenue
Suite 306
Towson, MD 21286

Sales Office H-DC

Sales Region National

Agency Ref

Order Sep 00:15:00

Estimate # 1909

Alt Order # 06277182

Billing Type Cash

Order Type Political

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes Agency General AiGen-Gener

Product Codes PL20

Priority P 2

Advertiser Ref

Primary Account Executive
Will Hilderbrandt

| Account Executive | Order% | Start Date | End Date |
|-------------------|--------|------------|----------|
| Will Hilderbrandt | 100% | | |

Order Share % Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| DFLX | % | |
| WFGC | % | |
| WPBF | % | |
| WPEC | % | |
| WPPB | % | |
| WPTV | % | |
| WPXP | % | |
| WTCE | % | |
| WTCN | % | |
| WTVX | % | |
| WXEL | % | |

Order Totals

| Month | # of Spots | Net Amount | Gross Amount | Rating |
|---------------|------------|----------------|----------------|-------------|
| August 2012 | 1 | \$72.25 | \$85.00 | 0.00 |
| Totals | 1 | \$72.25 | \$85.00 | 0.00 |

Billing Plan

| Start Date | End Date | # Spots | Net Amount | Gross Amount |
|------------|----------|---------|------------|--------------|
| 07/30/12 | 08/26/12 | 1 | \$72.25 | \$85.00 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------|-------------------|-----------------|-----------------|-------------------|----------------|---------------|-----|-------|---------|-----|------|------|---------------|------------------|
| E 1 | WFLX | 08/26/12 | 08/26/12 | FOX News Sunday | Comm | 9-10A | -----1 | :30 | 1 | \$85.00 | P 2 | 0.00 | NM | 1 | \$85.00 |
| | | | | | | | | | | | | | | | |
| | | | | FOX NEWS SUNDAY | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | <u>Rate</u> | <u>Rating</u> | | | | | | | | |
| | | Week: 08/20/12 | 08/26/12 | -----1 | 1 | \$85.00 | 0.00 | | | | | | | | |
| | | | | | | | | | | | | | | Totals | 1 \$85.00 |

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

| | |
|--|---|
| Station and Location: WFLX-TV | Date: 8/17/12 |
|--|---|

I, Lauren Schumacher
do hereby request station time concerning the following issue:

60 Plus Association

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| | VARIES | | | | |

WFLX # 808640

Total Charges: \$ 85.00 GROSS

This broadcast time will be used by: 60 Plus Association

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

60 Plus Association

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

11-8-11 James J. Martin 703-807-2070
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
[Signature] John Heisler GM
Signature Printed Name Title



**PAID POLITICAL
BROADCAST AVAIL REQUEST**

| | | | |
|--------------|------------------|--------------------|------|
| TO: | John Heislman | STATION: | WFLX |
| FROM: | Will Hildebrandt | HRP OFFICE: | DC |
| | | | |

REQUEST RECEIVED FROM

DATE: 8/14/12

| | |
|-----------------|---------------------------|
| BUYER: | Anne Braunscheidel |
| AGENCY: | Mentzer Media |
| ADDRESS: | 600 fairmount ave ste 360 |
| PHONE #: | 410-825-0237 |
| FAX #: | 410-583-2322 |
| OTHER: | |

AVAILS FOR

| | |
|---------------------|---|
| COMMITTEE: | 60+ Association |
| CHAIRPERSON: | JAMES L MARTIN |
| TREASURER: | AMY FREDERICK |
| ADDRESS: | 515 KING ST STE 315 ALEXANDRIA VA 22314 |
| PHONE #: | 703807-2070 |
| FAX #: | 703-807-2073 |
| OTHER: | |

FOR

| | |
|-------------------|-----------------|
| CANDIDATE: | 60+ ASSOCIATION |
| OFFICE: | ISSUE |
| PARTY: | REPUBLICAN |

| | |
|---|------------|
| DAYPARTS: | ALL |
| SCHEDULE DATES: | As Ordered |
| COMMERICAL LENGTH: | :30'S |
| PROGRAMS: | ALL |
| PLEASE ADVISE IF THERE ARE RESTRICTIONS ON ANY OF THE ABOVE | |